

Minutes  
April 20, 2017  
Regular Meeting

**A. ROLL CALL**

Meeting was called to order by Acting Chair Evans at 8:30 a.m. in the Council Chambers at City Hall. Also present were Commissioner Rideoutte, Commissioner Messer, Commissioner Brousseau, and Incoming Commissioner Lenhard.

Staff and Authority Counsel present were Mr. Rozansky, Mr. Owens, Ms. Dugan, Mr. Keith, Ms. Terrill, Mr. Jefferson, Mr. Estrada, Ms. Gabel, and Ms. Menard.

**B. PLEDGE OF ALLEGIANCE**

**C. AGENDA**

Mr. Rozansky stated that there was one minor change as follows: Under E. Presentations and Time Certain Items, Item 2. Lorenzo Walker Fly-In Cruise-In Presentation, Dr. Kamela Patton, Superintendent of Collier County Public Schools, will be presenting in place of Ms. Yolanda Flores.

**D. MINUTES**

**1. March 16, 2017 Regular Meeting**

Commissioner Messer moved approval of the March 16, 2017 Regular Meeting minutes. Commissioner Rideoutte seconded. Motion passed unanimously 4-0 (Acting Chair Evans, Commissioner Rideoutte, Commissioner Messer, Commissioner Brousseau).

**2. March 16, 2017 Board of Commissioners and Noise Compatibility Committee Special Meeting**

Commissioner Messer moved approval of the March 16, 2017 Board of Commissioners and Noise Compatibility Committee Special Meeting minutes. Commissioner Rideoutte seconded. Motion passed unanimously 4-0 (Acting Chair Evans, Commissioner Rideoutte, Commissioner Messer, Commissioner Brousseau).

**3. April 13, 2017 Consultant Selection Committee Meeting**

Acting Chair Evans moved approval of the April 13, 2017 Consultant Selection Committee Meeting minutes. Commissioner Rideoutte seconded. Motion passed unanimously 4-0 (Acting Chair Evans, Commissioner Rideoutte, Commissioner Messer, Commissioner Brousseau).

**E. PRESENTATIONS AND TIME CERTAIN ITEMS**

**1. Swearing In Ceremony for Incoming Authority Commissioner**

Ms. Jessica Rosenberg, Naples Deputy City Clerk, administered the Oath of Office to Incoming Commissioner, Michael Lenhard, to serve the remaining term, April 20, 2017 to September 5, 2018, of Mr. Raymond Stricklen who resigned on March 10, 2017.

**2. Lorenzo Walker Fly-In Cruise-In Presentation by Dr. Kamela Patton, Superintendent**

Dr. Patton thanked Authority staff for allowing the Sixth Annual Lorenzo Walker Fly-In Cruise-In fundraising event at the Naples Airport. She reported that approximately \$30,000 was raised for the benefit of its students. She introduced Ms. Belynda Williams, Coordinator, Adult and Community Education and Ms. Yolanda Flores, Administrative Director of Lorenzo Walker Technical College, who were responsible for planning the event. Dr. Patton gave a brief presentation of the day's program. She distributed informational folders about the Collier County public schools to the Board. Ms. Flores recognized the sponsors of their event. Mr. Rozansky and Ms. Flores discussed partnership activities with Lorenzo Walker. Ms. Messer congratulated Lorenzo Walker on the school's program.

**3. Ford Tri-Motor Presentation by Joan Zaleski, President, Experimental Aircraft Association, Chapter 1067**

Ms. Zaleski introduced herself and provided a brief overview of the EAA organization. She said that her chapter hosted the EAA's Ford Tri-Motor Tour from February 23<sup>rd</sup> – 26<sup>th</sup>. She gave a presentation of the event and reported that there were over 50 flights flown. Ms. Zaleski recognized the Naples Airport Authority and its staff for their help during this event. She presented a framed picture as a token of their appreciation to Mr. Rozansky, Acting Chair Evans, and Commissioner Brousseau.

**F. PUBLIC COMMENTS**

Mr. Dennis DiDonna, 1817 Princess Court, Naples, provided a brief background of his experience as an aircraft owner and pilot and noted that he rented a hangar at the Naples Airport. He was concerned about the decline of general aviation. Regarding the Authority's potential rebranding of the airport, he commented that he did not see a value in doing it and was concerned that rebranding would be a back door expense to raise the rents and further endanger general aviation. He added that the Naples Airport has a fabulous tower and facility.

Mr. Rozansky clarified that there would be some rebranding expense, but he did not anticipate that it would directly result in an increase in hangar rents. He added that staff is mindful of budget, and year-to-date expenditures are less than what was budgeted. There was brief Board discussion following Mr. DiDonna's and Mr. Rozansky's comments.

Mr. James Good, 2325 Residence Circle, Naples, provided a brief background of his extensive pilot experience. He said that the Naples Airport is fantastic, and he commented that the logo, "The Best Little Airport in the Country" is true in his opinion and did not want to see a change in this trademark



Vice Chair Evans moved Board approval of the Consultant Selection Committee rankings of the Taxiway D Realignment and Drainage Improvements – North Quadrant consultant firm as follows: 1) EG Solutions Inc., 2) Avcon, Inc. and 3) Hole Montes, Inc. Commissioner Rideoutte seconded. The motion passed unanimously 5-0.

## **H. NEW BUSINESS**

### **1. Rebranding – Jennifer Hamilton of Gravina Smith Matte and Arnold**

Ms. Hamilton gave a presentation on the Authority's new rebranding options for Board consideration and discussion. She reviewed the overall rebranding process that has taken place since February. She discussed the new brand identity for the FBO and presented five logo options for the Airport, Airport Authority, the new FBO, and the Fly Safe Fly Quiet slogan.

A question and answer period followed, and Board members provided feedback on the various logo options. Mr. Rozansky invited Mr. Estrada to address Board members on the issues of customer service and his experience as Operations Manager with the Airport Authority being the FBO. In response to Commissioner Brousseau's concern about rebranding the FBO as a separate entity resulting in generating more customers, Mr. Rozansky and Mr. Estrada clarified that airport traffic is not anticipated to increase, but transient aircraft already using the airport would more clearly understand that the Authority is the exclusive provider of retail fuel and related services.

Chair Messer summarized the discussion and stated the Board needs to decide if they would like to move forward with the rebranding endeavor; and if they do, they need to decide what it should look like. She suggested that this be discussed in greater detail at the Board Workshop to discuss the strategic plan on Friday, April 21<sup>st</sup>.

### **2. Executive Director's Review Update**

In accordance with his employment contract, Mr. Rozansky provided an update regarding his annual performance review process, which is scheduled for discussion at the May Regular meeting. Chair Messer commented that it would be acceptable to conduct the review at the May meeting, but as part of the strategic plan discussion, she would like the Board to look at the timing of when all other employees' reviews are done, the goals and objectives that come out of the strategic plan, and how people are measured against those. Mr. Rozansky concurred.

## **I. OLD BUSINESS**

### **1. Noise Compatibility Committee (NCC) Update**

Chair Messer reported that applications are currently being accepted for the Northeast Quadrant member position on the NCC and stated that the deadline for receipt is noon on May 1<sup>st</sup>.

She announced that the next regular meeting of the NCC is scheduled for Thursday, April 27<sup>th</sup>, at 9 a.m. in the Airport Office Building, 200 Aviation Drive North, and encouraged the public to attend.

**J. MANAGEMENT TEAM REPORT**

**1. Management Team Report**

In reference to the Board of Commissioners and Noise Compatibility Committee Special Meeting minutes of March 16<sup>th</sup> as it relates to the questions arising from the HMMH presentation, Mr. Rozansky reported that staff is working on compiling the questions and is in the process of finalizing its letter to the FAA.

**K. FINANCIAL REPORTS**

**1. Financial Summary**

Ms. Gabel, Manager of Financial Systems and Reporting, provided a summary of year-to-date financial reports at the end of March 2017 and reported year-to-date operating revenues and operating expenses were favorable to budget.

Vice Chair Evans moved acceptance of the Financial Summary. Commissioner Brousseau seconded. The motion passed unanimously 5-0.

**L. COUNSEL'S REPORT**

**1. Counsel's Report**

Mr. Owens reported that there was no pending or new litigation.

**M. PUBLIC COMMENTS (5 minute limit)**

Mr. James Good, 2325 Residence Circle, Naples, expressed concern about the Authority's hiring of a consultant group for the rebranding process and that the survey was conducted amongst Authority employees instead of the customers and pilots.

Mr. Dennis DiDonna, 1817 Princess Court, Naples, thanked the Board for the opportunity to speak. He provided clarification of the APF code assigned to the Naples Airport. In reference to his earlier comments, he questioned the value of rebranding and the return on investment.

Commissioner Rideoutte commented that he felt Mr. Good and Mr. DiDonna misunderstood the objective of the strategic plan and stated why employee input on the rebranding survey was important. He reiterated that the Authority is trying to keep the airport a great facility and looking at its branding strategy periodically will help it to remain on the cutting edge.

In reference to Mr. Good's comments, Vice Chair Evans stated that the Authority is at the beginning of the rebranding process and the Board was seeing it for the first time. Chair Messer echoed Vice Chair Evans' comment. She clarified that the Authority did not go out and hire a consultant for the rebranding process but that Gravina Smith Matte and Arnold was the Authority's public relations firm and this was an adjunct project for them. She added that in order to discuss rebranding, it was necessary for staff to provide background for Board consideration. In reference to Mr. DiDonna's

point, she agreed that customers' input is a good idea but she agreed with Commissioner Rideoutte that employee input is necessary as well.

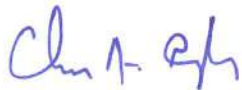
Mr. Rozansky said that the Authority surveyed pilots and other customers within the past two months on overall service and satisfaction, but that the survey was not specifically related to rebranding.

**N. CORRESPONDENCE/COMMISSIONER COMMENTS & REQUESTS/MEETINGS**

There were no correspondence/Commissioner comments and requests/meetings.

**O. ADJOURN**

With no further business, the meeting adjourned at 10:23 a.m.



Christopher A. Rozansky  
Secretary

**NOTE:** Printed copies of all visual presentations and handouts are on file in the Executive Assistant's Office.

**CITY OF NAPLES AIRPORT AUTHORITY (NAA)  
Board of Commissioners  
Notice of Regular Meeting**



**FINAL AGENDA**

City Hall Council Chambers  
735 Eighth Street South  
Naples, FL 34102

**Thursday, April 20, 2017  
8:30 a.m.**

**Commissioner Dick Evans – Acting Chair and Consultant Selection Committee Chair  
Commissioner Donna M. Messer - NCC Liaison and Consultant Selection Committee Member  
Commissioner James Rideoutte – Audit Committee Chair  
Commissioner Ted Brousseau – Legal Liaison and Audit Committee Member  
Commissioner Michael Lenhard  
Executive Director: Christopher A. Rozansky  
Authority Attorney: William L. Owens, Esq. of Bond, Schoeneck & King, PLLC**

**Welcome.** If you wish to address the Board of Commissioners regarding an item listed on the Agenda, please complete a Speaker Registration form (available at the rear of the room) and hand it to the Executive Assistant prior to consideration of that item. We ask that speakers limit comments to 5 minutes and that large groups name a spokesperson whenever possible. All written, audio-visual, and other materials distributed to the Board or staff during this meeting will become the property of NAA and will be a public record. Thank you for your interest and participation.

**NOTICE**

Formal action may be taken on any item listed on the Agenda below, or added to the Agenda before or during the meeting, or discussed during the meeting without being added to the Agenda. Also, the sequence of items may be changed as the meeting progresses.

Any person who decides to appeal a decision of this Board with respect to any matter considered at this meeting (or hearing) will need a record of the proceeding and may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be heard.

Any person with a disability requiring auxiliary aids or services in order to participate in this proceeding for meetings at the City Council Chamber may call the City Clerk's Office at 213-1015, or for meetings at the Airport Office Building, the NAA Executive Assistant's Office at 643-0733, with requests at least two business days before the meeting.

Information on Action Items and other items which has been provided in advance of this meeting may be inspected at the office of the Executive Assistant, General Aviation Terminal Building, 2nd Floor, 160 Aviation Drive North. Minutes of this meeting will be prepared for Board approval, usually at the next Regular Meeting.

**A. ROLL CALL**

**B. PLEDGE OF ALLEGIANCE**

**C. AGENDA (Add, delete or re-sequence items)**

**D. MINUTES**

1. March 16, 2017 Regular Meeting
2. March 16, 2017 Board of Commissioners and Noise Compatibility Committee Special Meeting
3. April 13, 2017 Consultant Selection Committee Meeting

**E. PRESENTATIONS AND TIME CERTAIN ITEMS**

1. Swearing In Ceremony for Incoming Authority Commissioner
2. Lorenzo Walker Fly-In Cruise-In Presentation by Dr. Kamela Patton, Superintendent of Collier County Public Schools
3. Ford Tri-Motor Presentation by Joan Zaleski, President, Experimental Aircraft Association, Chapter 1067

**F. PUBLIC COMMENTS ON GENERAL TOPICS NOT ON THE CURRENT AGENDA**

**G. ACTION ITEMS (Public comments accepted for each item; 5 minute limit)**

1. Election of Chair
2. Committee Appointments (Chair)
3. Board approval of the Consultant Selection Committee Ranking for Professional Consulting Services – Taxiway D Realignment and Drainage Improvements – North Quadrant

**H. NEW BUSINESS**

1. Rebranding – Jennifer Hamilton of Gravina Smith Matte and Arnold
2. Executive Director’s Review Update



**I. OLD BUSINESS**

1. Noise Compatibility Committee Update

**J. MANAGEMENT TEAM REPORT**

1. Management Team Report

**K. FINANCIAL REPORTS**

1. Financial Summary

**L. COUNSEL'S REPORT**

1. Counsel's Report

**M. PUBLIC COMMENTS (5 minute limit)**

**N. CORRESPONDENCE/COMMISSIONER COMMENTS & REQUESTS/MEETINGS**

**O. ADJOURN**